IN THE CLAIMS

1-13.   (cancelled)

14.   (currently amended) A   content   receiving   method, comprising:

receiving content by one or more electronic processing devices, the content distributed in accordance with one of a plurality of rights management and protection methods;

receiving rights indicia relating to the content by the one or more electronic processing devices;

identifying one of the plurality of rights management and protection methods by the one or more electronic processing devices through which the received content is distributed; ~~and~~

determining   whether   the   one   or   more   electronic processing devices is operable to perform rights processing in accordance with the identified rights management and protection method;

when the one or more electronic processing devices is operable   to   perform   the   identified   rights   management   and processing method, using the received rights indicia by the one or   more   electronic   processing   devices   to   perform   rights processing   of   the   received   content   in   accordance   with   the identified rights management and protection method to permit or deny access to the received content; and

when the one or more electronic processing devices is not   operable   to   perform   the   identified   rights   management   and processing method, a) using a processing ability of the one or more   electronic   processing   devices   to   automatically   alter   the one   or   more   electronic   processing   devices   to   be   operable   to perform   the   identified   rights   management   and   processing   method and b) using the received rights indicia by the altered one or more electronic processing devices to perform rights processing of the received content in accordance with the identified rights

management and protection method to permit or deny access to the received content.

15. (previously presented)   A content receiving method according to claim 14, wherein the plurality of rights management and protection methods specify indispensable items for purchasing and using the content, the items including a content encryption method, a key distribution method, a content decryption method, a billing information and keys transmission method, recording medium control information, a mutual authentication method, at least one of an analog protection system of macrovision and a copy generation management system, and viewing limitation information.

16. (cancelled)

17. (previously presented)   A content receiving method according to claim 14, further comprising externally acquiring a rights management and protection module selected based on the identified rights management and protection method, and performing the rights processing of the received content using the selected rights management and protection module.

18. (currently amended) A   content   receiving   method according to claim 14, wherein, when the one or more electronic processing devices is not operable to perform the identified rights management and processing method, said step of using a processing ability of the one or more electronic processing devices to automatically alter the electronic processing device includesfurther comprising automatically creating a rights management and protection module selected based on the identified rights management and protection method, and performing the rights processing of the received content using the selected rights management and protection module.

19. (previously presented)   A content receiving method according to claim 14, further comprising storing the received content.

3

20. (previously presented)   A content receiving method according to claim 14, further comprising storing the received content before performing the rights processing.

21.   (previously presented) A content receiving method according to claim 14, further comprising storing the received content after performing the rights processing.

22. (previously presented)   A content receiving method according to claim 14, wherein the receiving step includes receiving the content encrypted by a predetermined key, the method further comprising:

decrypting the encrypted content;

reencrypting the decrypted content using another key;

and

storing the reencrypted content.

23. (previously presented)   A content receiving method according to claim 14, wherein the receiving step includes receiving the content encrypted by a predetermined key and receiving the predetermined key encrypted by a second key, the method further comprising:

decrypting the encrypted predetermined key;

reencrypting the decrypted key using another key; and

storing   the   reencrypted   key   together   with   the encrypted content.

24. (previously presented)   A content receiving method according   to   claim 14,   further   comprising   storing   a   log regarding rights processing of the received content.

25. (previously presented)   A content receiving method according to claim 14, further comprising performing an analog protection system process on a playback signal obtained by processing the received content after performing the rights processing based on the identified rights management and protection method, and externally outputting the processed playback signal.

4

26. (previously presented)   A content receiving method according to claim 14, further comprising encrypting the received content after performing the rights processing and externally outputting the encrypted content.

27-29. (cancelled)

30. (new) A content receiving method as claimed in claim 14, further comprising determining whether said processing ability is sufficient to perform said step of using the processing ability of the one or more electronic processing devices to automatically alter the one or more electronic processing devices when the one or more electronic processing devices is not operable to perform the identified rights management and processing method, and automatically altering the one or more electronic processing devices only when the processing ability is determined to be sufficient.